



KNXV

## ORDER

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**KNXV-TV**  
**PHOENIX**

Contract / Revision **314319** / **NRSC 2012**

Original Date / Revision      Agency Com      15%  
10/09/12    10/09/12    Billing Contact

Advertiser National Republican Senatorial Committee  
3299 K Street NW - Suite 200  
Washington, DC 20007

## Agency    **Strategic Media Services**

Buying Contact Sales Office EWSDC  
**3299 K Street NW - Suite 200** Sales Region NAT  
**Washington, DC 20007** Agency Ref 2

Order Sep 00:20:00  
Estimate #  
Alt Order #  
Billing Type Cash  
Order Type GENERAL  
Billing Cycle EOM/EOC  
Billing Calendar BROADCAST  
Demographic A25-54  
Rev Codes POL POL ISS Ballot  
Product Codes PL  
Priority P-1  
Advertiser Ref

## Primary Account Executive

Dave Lombardo

Account Executive	Order%	Start Date	End Date
Dave Lombardo	100%		
Tanya Winscott	%		

Order Share 15% Market Value 575000

Competing Station	% of Order	Amount
CABLE	%	0
KASW	%	0
KDRX	%	0
KPHO	20%	115000
KPNX	20%	115000
KPPX	%	0
KSAZ	25%	143750
KTVK	20%	115000
KTVW	%	0
KUSK	%	0
KUTP	%	0
LINKWN	%	0

## Order Totals

Order Totals					Billing Plan				
Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	71	\$73,312.50	\$86,250.00	0.00	10/01/12	10/16/12	71	\$73,312.50	\$86,250.00
Totals	71	\$73,312.50	\$86,250.00	0.00					

## Billing Plan

Order Totals					Billing Plan				
Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	71	\$73,312.50	\$86,250.00	0.00	10/01/12	10/16/12	71	\$73,312.50	\$86,250.00
Totals	71	\$73,312.50	\$86,250.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots	Amount
N 1	KNXV	10/15/12	10/15/12	M-F 6-7am M-F 6-7am	CM	6am-7am	M-----	:30	1	\$800.00	FX	0.00	NM	1	\$800.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/15/12    10/21/12    M-----    1    \$800.00    0.00															
N 2	KNXV	10/10/12	10/12/12	M-F 7-9am M-F 7-9am	CM	7am-9am	--WTF--	:30	3	\$800.00	FX	0.00	NM	3	\$2,400.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/08/12    10/14/12    --WTF--    3    \$800.00    0.00															
N 3	KNXV	10/15/12	10/16/12		CM	7am-9am	MT-----	:30	2	\$800.00	FX	0.00	NM	2	\$1,600.00



KNXV

**KNXV-TV**  
**PHOENIX**

**Contract / Revision** **314319** **Flight Dates****10/10/12-10/16/12**

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## Hiatus Dates

Advertiser **National Republican Senatorial Committee** Product NRSC 2012

Order Sep 00:20:00



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**KNXV-TV**  
**PHOENIX**

Contract / Revision **314319** Flight Dates **10/10/12-10/16/12**

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## Hiatus Dates

Advertiser National Republican Senatorial Committee Product NRSC-2012

Order Sep 00:20:00



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Contract / Revision **314319** Flight Dates **10/10/12-10/16/12**

Hiatus Dates

Original Date / Revision 10/09/12/ 10/09/12

Order Sep 00:20:00

Advertiser **National Republican Senator Product NRSC 2012**

Estimate #

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	<u>Totals</u>		
													Spots	Amount	
N27	KNXV	10/11/12	10/11/12	Prime News Prime News	CM	8p-9p	--T---	:30	1	\$1,800.00	P-3	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	--T---		1	\$1,800.00			0.00					
N28	KNXV	10/15/12	10/15/12	M-F 6pm-630pm M-F 6pm-630pm	CM	6pm-630pm	M-----	:30	1	\$1,800.00	FX	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	M-----		1	\$1,800.00			0.00					
N29	KNXV	10/16/12	10/16/12	Prime News Prime News	CM	8p-9p	-T-----	:30	2	\$1,500.00	P-3	0.00	NM	2	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-T-----		2	\$1,500.00			0.00					
N30	KNXV	10/10/12	10/12/12	M-F 630pm-7pm M-F 630pm-7pm	CM	630pm-7pm	--W-F-	:30	2	\$1,200.00	FX	0.00	NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	--W-F-		2	\$1,200.00			0.00					
N31	KNXV	10/15/12	10/15/12	M-F 630pm-7pm M-F 630pm-7pm	CM	630pm-7pm	M-----	:30	1	\$1,200.00	FX	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	M-----		1	\$1,200.00			0.00					
N32	KNXV	10/12/12	10/12/12	M-F 10-1035pm 10pm News	CM	10pm-1035pm	-----F--	:30	1	\$2,000.00	FX	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-----F--		1	\$2,000.00			0.00					
N33	KNXV	10/15/12	10/15/12	M-F 10-1035pm 10pm News	CM	10pm-1035pm	M-----	:30	1	\$2,000.00	FX	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	M-----		1	\$2,000.00			0.00					
N34	KNXV	10/11/12	10/12/12	Nightline Nightline	CM	1035p-1102p / 113---TF--	:30	2	\$700.00	P-2	0.00	NM	2	\$1,400.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	---TF--		2	\$700.00			0.00					
N35	KNXV	10/15/12	10/16/12	Nightline Nightline	CM	1035p-1102p / 113MT----	:30	2	\$700.00	P-2	0.00	NM	2	\$1,400.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	MT----		2	\$700.00			0.00					
N36	KNXV	10/15/12	10/15/12	Monday 7-9pm Monday Prime 7-9pm	CM	7pm-9pm	M-----	:30	1	\$8,500.00	P-3	0.00	NM	1	\$8,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	M-----		1	\$8,500.00			0.00					
N37	KNXV	10/13/12	10/13/12	Sa 6-7am GMA Sa 6-7am Good Morning ,	CM	6am-7am	-----S-	:30	1	\$300.00	P-2	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-----S-		1	\$300.00			0.00					
N38	KNXV	10/14/12	10/14/12	Su 6-7am GMA Su 6-7am Good Morning ,	CM	6am-7am	-----S	:30	1	\$300.00	P-2	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-----S		1	\$300.00			0.00					
N39	KNXV	10/14/12	10/14/12	Su 5pm News SU 5pm-530pm News	CM	5pm-530pm	-----S	:30	1	\$1,000.00	FX	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-----S		1	\$1,000.00			0.00					



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Hiatus Dates

Original Date / Revision 10/09/12/ 10/09/12

Order Sep 00:20:00

Advertiser **National Republican Senator Product NRSC 2012**

Estimate #

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	<u>Totals</u>		
													Spots	Amount	
N39	KNXV	10/14/12	10/14/12	Su 5pm News SU 5pm-530pm News	CM	5pm-530pm	-----S	:30	1	\$1,000.00	FX	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-----S		1	\$1,000.00			0.00					
N40	KNXV	10/14/12	10/14/12	SU 10-1035pm 10pm News	CM	10pm-1035pm	-----S	:30	1	\$2,000.00	FX	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-----S		1	\$2,000.00			0.00					
N41	KNXV	10/14/12	10/14/12	SU 1035pm-1105pm ABC15 Sports Sunday	CM	1035pm-1105pm	-----S	:30	1	\$400.00	P-2	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-----S		1	\$400.00			0.00					
													<b>Totals</b>	<b>71</b>	<b>\$86,250.00</b>